

# Associates Perform Valuable Function As Liaison for College and Community

A volunteer group of 215 East Texas business and community leaders is helping both LeTourneau College and their own communities by serving as members of the LeTourneau College Associates.

Annual projects sponsored by the Associates include the LeTourneau College Invitational Invention and Design Contest and the National Christian College Athletic Association national soccer tournament, which is hosted by LeTourneau College. Other activities planned by the Associates for 1988 include a black tie reception in May for Longview influentials and college trustees and the establishment of an Associates Scholarship Fund to benefit East Texas honor students.

"The highest priority we have as Associates is to help prepare and educate our young people to take their places as responsible citizens and members of society," said W. R. "Bill" Killian, president of Triune Oil Company in Longview and Associates president for 1987-88.

"LeTourneau College is doing an excellent job in that regard," he added. The Associates were first organized in 1975 by Bill Schroeder, who at that time was director of foundation and corporate relations at LeTourneau College.

Basic principles around which the group was built included a strong belief in and advocacy of the free enterprise system, cooperation between private higher education and business and industry, and adherence to Christian ethics.

Primary tenets of the organization are the same today as they were then, with one major exception. Originally viewed as a means of raising corporate support for the College, the Associates became a "friend-raising" group in 1977 when Dr. Harry T. Hardwick took over its development as part of his new responsibilities as chancellor.

An annual recognition banquet was instituted in the spring of 1978, and the first slate of directors was elected that same year. Serving as first president of the organization from 1978-80 was Henry Gossett, Jr., president of Gossett Oil Company in Longview.

Directors included Delbert Bright, Ray Davis, Clarence Swanson, Paul Williams, Henry Atkinson, Howard Coghlan, David Hull, W. D. Northcutt, and Ray Milam.

Since then the group has increased to its present size with a 15-member Board of Directors who serve three-year terms. Past presidents also serve as directors.

In addition to Killian, Gossett, Bright and Swanson, current directors include Allen Gage, Frank Hamilton, Jerrell Huffman, Guy Hughes, Warren Leddick, Jo Lloyd, Tom Meredith, John Murphy, Jr., Tom Nethery, S. A. Parker, Les Pruett, Bruce Teske, Jack VanderWoude, David Wilson and Pat Young. Previous presidents have included Pruett, 1980-82; Milam, 1982-83; Teske, 1983-84; Gage, 1984-85; Huffman, 1985-86; and Murphy, 1986-87.



1987-88 officers of the LeTourneau College Associates include, left to right, President W. R. "Bill" Killian, Vice President Jo Lloyd, and Secretary Delbert Bright.

"A primary goal of the Associates is to enhance the relationship between the College and the community by cultivating a climate of understanding," said Dr. Jim Stjernstrom, vice president for college advancement.

"That relationship has become significantly more mutually-beneficial in recent years," he added.

A shining example of that is the success of the college's Research and Advanced Development Institute, chartered in 1986. In the past year-and-a-half, the Research Institute has completed nearly a dozen

Contest, have the same potential of a regional-wide benefit," he added. "LeTourneau is our college and our responsibility," said Lloyd, a senior vice president at Longview Bank & Trust and president-elect of the Associates.

"One of the first things that newcomers ask about is the quality of education available locally," she added, "and I'm proud to tell them that we have a four-year, accredited college right here in Longview."

Bright, a senior vice president at Texas Commerce Bank and Associates secretary,

*"LeTourneau is our college and our responsibility." — Jo Lloyd*

projects for business, industry, government agencies and other educational institutions. Several of the projects were indirectly

generated through Associates members who own or manage a local business or industry.

"The whole East Texas region can benefit from the expertise of the Research Institute," said Stjernstrom. "Projects have been

completed for companies in Tyler, Gilmer and Liberty City as well as Longview," he said.

"Our Invention and Design Contest, and prior to that, our Free Enterprise Essay

agreed. "LeTourneau College is a real asset to our community and a tremendous resource for the entire region."

East Texas residents interested in joining the Associates may contact an Associates officer or director for more information. A new membership directory will be printed this spring and distributed at the annual awards banquet April 18.

Keynote speaker for the banquet will be Paul Glaske, president of Blue Bird Bus Company in Ft. Valley, Ga.



Surveyors take site readings in December for the new KZX House. Construction will begin March 19 on the \$250,000 project.

The LeTourneau College Office of Special Programs hosted a Travel Forum Thursday, Jan. 28 and Monday, Feb. 1 to acquaint community residents with educational tours available this summer through the College. Colorful video and slide presentations were shown describing the sites to be visited by tour members. Five tours are scheduled, including the Holy Land (May 10-20), Great Britain (May 28-June 12), Australia (June 11-28), Hawaii (June 28-July 6) and U.S. Civil War Battlefields (May 2-14).

Australia will be celebrating its 200th anniversary this year, so the Australia-New Zealand tour will focus on the many events planned in conjunction with this occasion. George Willcox, director of special programs, will lead this tour and the tour to Hawaii.

Civil War buffs will be interested in the many battlefields and sites of military skirmishes and engagements included on this tour. Dr. Kenneth Durham, professor of history, will serve as the tour leader. Highlights include Shiloh, Chickamauga, Atlanta, Fort Sumter, Fort Pulaski and Kennesaw Mountain. President and Mrs. Alvin O. Austin will lead the tour to the Israel-Jordan region, with an optional side trip to Egypt, while Dr. and Mrs. Russell Primrose will lead the tour to England, Scotland and Wales.

LeTourneau College tours are unique for several reasons. First, college credit is available for all tours. Second, experienced college personnel travel with tour participants during the entire program of travel. Third, daily devotional periods and Sunday worship services are observed. And finally, a Book of Memories is written for each tour that becomes a special souvenir for every participant.

For more information, contact the Office of Special Programs at 214-753-0231, Ext. 239.



# Quality Service Key Willow Valley Success



Christian recording artist Pete Carlson will be in concert at LeTourneau College Feb. 13.



Christian recording artist David Mleece will be in concert at LeTourneau College April 15.



Allen LaBonte and his parents are all smiles following December graduation exercises. The LaBontes are from Rochester, N.Y.

**The 12th Annual LeTourneau College Automotive Society Car Show will be held Saturday, Feb. 20 from 12 noon to 11 p.m. and Sunday, Feb. 21 from 1 to 6 p.m. A wide variety of classic and antique vehicles will be on display, plus hot rods, sports cars and drag racers. Admission is \$3 for adults. Children under 12 are admitted free. Entries will be on display in the Assembly Building. Trophies will be presented to winners in each category. All proceeds benefit the LeTourneau summer missions program. For more information contact Eric Brown at 214-236-1608 or 214-236-1846.**

Nestled in the rich southeastern Pennsylvania farmland between the Susquehannah and Delaware Rivers is a bustling development called Willow Valley, founded by college trustee John N. Thomas, Sr. and his wife, Florence, in 1966.

Located three miles south of Lancaster, a modest city of 60,000, Willow Valley has grown from a 30-bed motel on eight acres to its present 295-acre size complete with a nine-hole golf course, shopping mall, condominium complex, supermarket, two motels, two retirement centers, several swimming pools, a resort and conference center, office building, bank, housing addition, medical center, day care center and seven restaurants.

Currently Willow Valley Associates, Inc. employs 1,350 people, and by the end of 1988 will employ 1,500, making it the sixth largest employer in Lancaster County. Thomas and his two sons, Martin and John Jr., manage the company but promote a philosophy of cooperation and shared responsibility and refer to employees as "team members."

They also incorporate their strong religious convictions into their business philosophy, placing a high priority on quality, service, and "being a good neighbor."

The firm's mission statement says in part, "We will be a strong organization because we glorify God by serving Him, seeking His will daily and showing Christian love and respect to others at all times."

Examples of corporate citizenship include the donation of \$200,000 to the Willow Street Fire Company in 1986 for a new truck and the spending of \$600,000 for highway improvements along the Beaver Valley Pike and the Willow Street Pike.

Other amenities provided by the firm include a private security force, two health care facilities, and three ministers who are always on call.

The elder Thomas learned at an early age about God, hard work, strong families and good neighbors. His grandfather was a Mennonite preacher and his father was a butcher.

During the Depression years John completed the required eight years of Mennonite schooling and helped his father with the family business. He also completed a year of study at Eastern Mennonite Bible School.

In 1941 he married Florence Harnish, a native of Lancaster County who shared his Mennonite background.

The young couple saved their meager earnings for the next few years and then in 1943 began a poultry and egg business with stands in several area farmers' markets.

Over the years the Thomases expanded their family and their business, with sons born in 1945 and '55. After more than 25 years in agriculture, John Sr. decided to make a career change. "I was tired of getting up at three o'clock in the morning," he laughed.

He went to a local banker and applied for a \$40,000 loan to build an 18-unit motel near the junction of Willow Street Pike and Route 272 South.

"People thought I was crazy," he said. "There



John N. Thomas, Sr.

was nothing there but farmland."

The banker was interested, but pointed out that a 30-unit motel required the same amount of office space and offered a much greater return on investment. Was Thomas interested in a larger loan? He was.

The Willow Valley Inn was opened for business in 1966 and a year later, a restaurant was added.

"A construction crew was going to be working on a project in the area for two years and had no place to eat breakfast," explained Thomas. "I told them I would open a restaurant."

Since then the area has been a scene of almost constant expansion, but the commitment to quality and service has remained intact.

Diligent planning has provided for plenty of open space, a balanced mix of land uses and smooth traffic flow.

"We try to provide a quality environment as we develop by using professionals, by putting an emphasis on architectural and landscape design, and by doing things that make the community feel good," said Martin Thomas, president and chief executive officer of Willow Valley Associates.

"Our main three operating divisions are hospitality, retail foods and lifecare," he said. "Everything we do builds upon one of those three areas."

More than \$100 million has been spent in developing Willow Valley, including the following major additions:

- 1966 — The Willow Valley Inn opened. It was expanded in 1969, 1975 and 1979.
- 1967 — A restaurant was added to the Willow Valley Inn. The restaurant was expanded in 1968, 1976 and 1982.
- 1970 — The Thomas family adopted Willow Valley Associates, Inc. as the official name for their business enterprise.
- 1974 — The 170-apartment Willow Woods complex was begun.
- 1975 — The nine-hole Willow Valley Golf Course was opened.
- 1979 — The Willow Valley Square shopping center was begun.
- 1980 — The 67-home Willow Valley Estates was begun.
- 1983 — The 52-unit Mill Stream Motor Lodge in nearby Smokestown was acquired, and work was begun on the \$25 million Willow Valley Manor lifecare retirement center.
- 1985 — The Willow Valley Condominiums was opened, and work was begun on the Willow Valley Lakes Business Center and a second retirement community, the \$42 million Willow Valley Lakes Manor.
- 1987 — The \$9.5 million Willow Valley Family Resort & Conference Center was opened.

"We're only a gas tank away from the big cities [Baltimore, Philadelphia, Washington D.C. and New York City]," said John Sr. "People come to get away from the city, to see the Old Order Amish farms, where farmers still use plows and mules, and to tour the Hershey's chocolate factory [located in nearby Hershey, Pa.]"

Much of the reason that people come to Willow Valley, however, is to enjoy the clean surroundings and family atmosphere, and because of its reputation of quality and service.

Residents and guests are able to enjoy tennis, swimming, boating, golf, bicycling and skateboarding.

The food is good, the rooms are clean, and the service is excellent. "We aim to please," Thomas says modestly.

*"We are here today to carry out a total master plan that the Lord has called us to do." — Martin Thomas*

"We really believe that we are here today to carry out a total master plan that the Lord has called us to do," he added.

"We started our first master plan in the early to mid 1970s," he continued. "It's been modified many times as we've been able to acquire additional land."

Willow Valley's many interests may seem unrelated, but they actually share a common thread of providing a service.

Over the years the Thomases have been generous donors to LeTourneau College and recently John Sr. was added to the Board. "I feel like LeTourneau is on target and I'm very impressed with the spirituality of the College," he said. "You're turning out quality graduates."

Maybe the reason is that LeTourneau shares the Thomases' belief in God, hard work, strong families and service to others.



# Alumni News

## Class of 1959

Birne Wiley (IE) is president of Missionary Tech Team. He and his wife, Lynella, have two sons: Jonathan and Caleb. Missionary Tech Team has served more than 300 organizations in more than 30 foreign countries and 39 of the United States since 1969. You can write Birne at 25 FRJ Drive, Longview, TX 75602.

## Class of 1966

Tom Pace (MI) and his wife, Carolyn, are missionaries in Peru. You may write them c/o BMI, P.O. Box 9215, Chattanooga, TN 37412.

## Class of 1968

Larry McGuire (ET), his wife Virginia, and their children Allan, Nathan, Samuel, Philip and Joshua are serving the Lord in Swaziland, where Larry is chief engineer for Trans World Radio. You can write them c/o TWR at Box 64 — Manzini, Swaziland, Africa.

Rodney Kinch (MI) is working as a translator for Wycliffe Bible Translators. He and his family, including wife Pam and children Paul and Debbie, are working with the Yuruti people of South America. You may write the Kinches c/o IIV, Apartado Aereo 27744, Bogota, Colombia, South America.

## Class of 1970

Thomas W. Kaufman (MT/AT) died Oct. 28, 1987. You may write his family at 12340 84th St., Alts, MI 49302.

## Class of 1972

Glen Coleman (BI/MI) and his wife Carol are on deputation travel with SIM (Sudan Interior Mission) and are visiting people in the North Central States and the Western Provinces. They plan to return to Africa in April. Last year Carol received six months of chemotherapy for breast cancer at the SIM Retirement Village in Sebring, Fla. You may write them c/o SIM, 4119 Somalia St., Sebring, FL 33872.

## Class of 1974

Dan Anderson (EE) is a design engineer for HCB in Elkhart, Ind. He and his wife, Barbara, and daughters Jenny and Emily live at 1427 Cedar St., Elkhart, IN 46514.

## Class of 1975

Darrel Eppler (MT) is public and computer services manager for Wycliffe Bible Translators in the Philippines. His wife, Cheryl, and children Laura and Kyle are with him. You can write them c/o Summer Institute of Linguistics, P.O. Box 2270, Manila, Philippines, 2801.

## Class of 1976

Don Henry (BI/MI) and his wife Sandy, announce the birth of a son, Andrew Floyd Henry, born Oct. 10, 1987. He joins Luke, four. Don is employed as County Executive Director for Holmes County (OH) Agricultural Stabilization and Conservation Service. Don says that he appreciates LeTourneau College for the positive impact it had on his life and for the forward vision of the current administration. You can write the Henrys at P.O. Box 351, Berlin, OH 44610.

Jonathan Abel Mejia (AT), his wife Yolanda, and children Rebecca and Maria Martha are serving with Mission Aviation Fellowship in Honduras. Abel is a pilot. You can write them c/o Alas de Socorro, Apartado 4, Siguatepeque, Honduras.

## Class of 1979

Robert Harold (EE) and his wife Cheryl, announce the birth of their first child, Lisa Marie, on Nov. 19, 1987. She weighed eight pounds, four ounces and was 20 inches long. Their address is 15434 Cameron, Southgate, MI 48195.

Paul (MT) and June (BI/MI) Vannato work for Sudan Interior Mission. Paul is head of maintenance and June is a missionary nurse. Their children are Jonathan and Nathan. You may write them at B. P. 15 Parakou, Rep. du Benin, West Africa.

## Class of 1980

Tom Van Gorkom (ET) is an electronic support technician for Jungle Aviation and Radio Service (JAARS). His family includes wife Terry and children Matthew and Regina. You can write them c/o Summer Linguistic Institute, Apartado Aereo 27744, Bogota, Colombia, South America.

## Class of 1982

Jerry Krause (MI/AT) and his wife Gina have been accepted for missions work with Mission Aviation Fellowship. They will leave for final orientation in March in Redlands, Calif. and then go to language school in Brussels, Belgium before arriving in Zaïre, Africa, where Jerry will be a pilot. You can write them c/o MAF, P.O. Box 3202, Redlands, CA 92373.

Tim (BI/AT) Moyer was married Nov. 21, 1987 to Dawn Suzette Ruth, a Wycliffe missionary kid from Papua, New Guinea. Tim and Dawn are currently living at the JAARS Center and will attend Quest (Wycliffe membership program) Feb. 14-March 12. You may write them c/o JAARS, Box 248, Waxhaw, NC 28173.

Jim Knickerbocker (AT), his wife Barbie, and their children Christopher, David and Andrea are tentmakers in Okinawa, Japan. Their address is PSC 1 Box 26011, APO San Francisco, CA 96230.

## Class of 1984

Aaron (WT) and Marlene (PE 85) Hoffman are working with Wycliffe Bible Translators. Their address is 723 Meadowglen Drive, Duncanville, TX 75137.

## Class of 1985

Dick (BU) and Lori Travis and daughter Kelsey are now living in southern California. Dick began work in October 1987 for Focus on the Family. His title is Contract Administrator/Assistant to the Executive Vice President. They are buying their first house and are settling in quite nicely. Their new address is 293 Wiley Court, Claremont, CA 91711.

## Class of 1987

Al Givens (AT) and Becky Huffman (AT) were married Sept. 5, 1987 and are living in Chatom, Ala. They are both aviators and EMTs, and are flight instructors for the Civil Air Patrol. They operate Service Enterprises, including a ground school, sightseeing, aerial photography, and surveys. They hope to eventually open a fixed-base operation with maintenance, rentals and fuel sales.



President Austin presents Tim Tobias of Lancaster, Pa. with a diploma during December graduation exercises.



Flanking Fowler are Don Hawkins, left, and Dr. Frank Minitrith, right. The three conducted a special series on AIDS during chapel.



Earl Martin, Director of General Services, leads discussion at a January planning session for renovation of the Women's Residence Hall.

Faculty and staff service pins awarded in December include James Copenhaver and Lois Knouse, 5 years; Lauren Bitkofer, Roger Kieffer, Karen Limbacher, John Strash and Johnny Williams, 10 years; Roger Carr and W.C. Chrisman, 20 years.

Welding students get a demonstration of the new YASNAC robotics system recently loaned to LeTourneau College from the Hobart Corp. Alumni Ned Rogers and Paul Wood helped arrange the loan.





# Marsh Expects Banner Year in Baseball

The LeTourneau College baseball team opens their spring campaign this month and Head Coach Bob Marsh's troops hope that 1988 will be as nice to them as 1987, 1986 and 1985 have been.

The Yellowjackets will be vying for their fourth consecutive trip to the National Christian College Athletic Association postseason tournament and appear to be early favorites to repeat as District Six champions once again.

Leading the charge for the 'Blue and Gold Machine' will be co-captains Dean Nixon and George Dunham and four-year lettermen Dion Kelly and Craig Paxson. Nixon and Kelly both hit over .300 last year and have been the

mainstays of the batting corps for four years in a row.

Dunham set a school record while hitting .411 in 1987 and is a defensive mainstay behind home plate and at third base.

Paxson will patrol centerfield for the 'Jackets and possesses a "gun" for an arm and has excellent range.

Also filling major roles for Marsh will be hard-hitting local standout James Solomon at shortstop and sophomores Dan Rose (LF), Tony Wolfe (2B), Dave Fetebo (CF/3B), and Aaron James (RF/P). Rose and James can go get 'em in the outfield and Wolfe and Fetebo will be counted on heavily to supply offensive punch to the lineup.

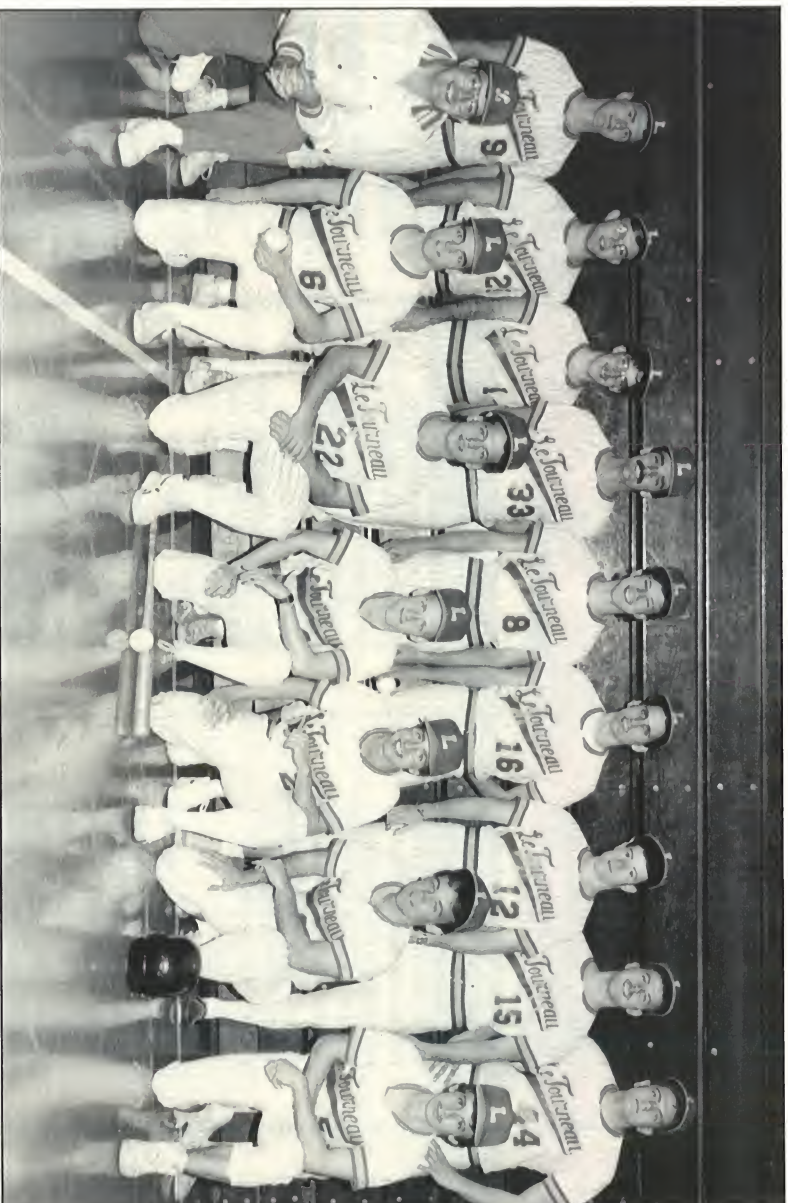
Brian Steinbruegge and Scott Patterson will be pushing each other for playing time at 1st Base and Designated Hitter, and senior Mike Faber is a legitimate base stealer and the utility infielder can fill in anywhere in the infield.

Hard-throwing sophomore Mike Bolswick will get some big starts for the 'Jackets this spring and will also vye for playing time in the outfield.

An experienced pitching staff combined with consistent defense and an aggressive offense will have to keep the 'Jackets competitive in most of the early season games, especially until the bats come around, Marsh said.

"We could surprise some people," he added. "These fellows want to play and they listen. We're young in places but we have a good mixture of veterans and youth that hopefully will come together by May."

The Yellowjackets begin play on Friday, Feb. 12 against East Texas Baptist University at home in a doubleheader beginning at 1 p.m.



The 1988 LeTourneau Baseball Team includes 15 students. Pictured are, front row left to right, Coach Bob Marsh, Dan Rose, Dave Fetebo, Aaron James, Mike Faber, Tony Wolfe, and Assistant Coach Dan Robey. Back row l. to r. are Assistant Coach Scott Anderson, George Dunham, Dean Nixon, Dion Kelly, Craig Paxson, Bart Balswick, James Solomon, Brian Steinbruegge and Scott Patterson.

## Basketball Team in Third Place

A young LeTourneau College basketball team is currently in third place in the much-improved Mid-South Christian College Conference with a 7-3 record in conference play.

As expected in the preseason, co-captains David Lee and Jake Phlyffer are carrying much of the load for the 'Jackets at this point in the season, although a pleasant surprise has been the scoring of freshman Mid Johnson.

All three players are averaging in double figures, with Phlyffer at 19 points per game, Lee at 17 points a contest and Johnson at 15 points per outing.

In addition, Phlyffer is leading the team in rebounds with 7.5 caroms per game. Lee is averaging four assists per game.

According to first-year Coach Terry Zeitlow, the key to the 'Jackets' success during the last half of the season will be for Phlyffer, Lee and Johnson to maintain their level of play and for the other 'Jackets to increase their scoring, rebounding and assists.

"Our team goal is to win the MCC championship and make it to the National Christian College Athletic Association District [Six] Tournament," said Zeitlow. The district tourney is scheduled for March 3-5.

The Yellowjackets have nine games scheduled in February, including six conference matchups. The last home game of the season will be Feb. 16 against Southwestern Adventist College.



Andy Todd takes a shot during a recent 'Jacket basketball game. (Photo by Wes Dupere)



1987-88 cheerleaders at LeTourneau College include, kneeling left to right, Kristin Oosterhout, Sharon Nilson, Jenni Leatherman and captain Tammy Allen; standing l. to r. are Tricia Rulter, Tracy Taylor, historian Wendy Brannberg, co-captain Sharon Siske and secretary Debbie Knoop.

**LeTourneau  
College**

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Sharon Alexander, gifted and talented coordinator for grades two through six at Haltsville Independent School District, will be the Keynote speaker at two workshops for area educators Thursday, Feb. 11 from 4:30 to 6:00 p.m. and Saturday, Feb. 13 from 9:00 to 11:30 a.m. at LeTourneau College. Both workshops will deal with creativity and the inventive process, and will be held in Heath-Hardwick Auditorium. The workshops are free. For more information call 753-0231, Ext. 242.